



2010-2011 Commercial Façade Improvement Program

Guidelines

The Redevelopment Agency of Hollister is committed to promoting economic vitality and removing blight by providing assistance to business owners located in the Downtown area and Redevelopment Project Area.

The 2010-11 Commercial Façade Improvement Program, administered by the Redevelopment Agency, provides direct assistance to business and property owners in a public private partnership that benefit both downtown and the Redevelopment Project Area. An upgraded appearance of storefronts, enhanced business signage, improved ambiance and more appealing environment for investors are some of the benefits of the program.

The City of Hollister Redevelopment Agency has authorized an allocation of \$200,000.00 to the program for Fiscal Year 2010-2011. Assistance can be used for any architectural/engineering costs, building permit fees, or Site and Architectural fees that arise from individual projects.

The following guidelines will be used to determine successful applicants for the 2010-11 Commercial Façade Improvement Program.

- ❑ Improvements eligible for funding must be visible from a public right-of-way.
- ❑ Business owners that apply must have the property owners written consent of the improvement project.
- ❑ Improvements must make a significant change in the façade. Paint would qualify as a significant change.
- ❑ Buildings that have been constructed within the past fifteen (15) years are not eligible for façade improvement assistance.
- ❑ Properties that received a façade improvement loan in the past fifteen (15) years are not eligible for the 2010/11 façade improvement program. Exceptions may be reviewed on a case by case basis.
- ❑ Proposed work for a façade improvement that require Site and Architectural approval from the City of Hollister Planning Commission must comply with all conditions attached to said approval prior to commencement of work.
- ❑ The deferred loans require no monthly payment, however, should the property sell within ten (10) years the Agency is entitled to the principal loan amount plus interest at a rate of seven percent (7%) per year.
- ❑ Successful applicant must execute a façade easement agreement with the City of Hollister Redevelopment Agency. The easement agreement document provides the Agency

security for its contribution to the project for a period of ten (10) years. The easement agreement automatically terminates on the tenth anniversary of the document.

- ❑ Projects are subject to prevailing wage as required by California State Law.
- ❑ Improvements must be completed within 12 months of approval.
- ❑ All Contractors used to perform work shall have proper licenses, including a City of Hollister Business License.
- ❑ Successful applicants in the downtown area (as defined in Exhibit A) may receive up to \$30,000.00 of Façade Improvement Program proceeds on a two for one match (i.e., A property or business owner that intends to take full advantage of the \$30,000.00 provided by the program must utilize a minimum of \$15,000.00 of their private funds.
- ❑ Successful applicants outside the downtown area, but within the RDA Project area may receive up to \$20,000.00 of Façade Improvement Program proceeds on a dollar for dollar match (i.e., A property or business owner that intends to take full advantage of the \$20,000.00 provided by the program must utilize a minimum of \$20,000.00 of their private funds.

The Redevelopment Agency staff will review all applications for completeness including visual impact, owner/applicant participation, urgency, blight, stability of business and history.

An application will only be considered approved for funding through the 2010/11 Façade Improvement Program when the Redevelopment Agency Board has authorized the execution of a façade easement agreement with the property owner by resolution. **We recommend that applicants attend the Agency Board meetings on the evening that their application goes to the board for approval.**

NOTE: This program shall provide no reimbursements to work completed prior to Redevelopment Agency Board approval. In addition, funds will not be reimbursed until proof of expenditure is provided.

Should you have any questions, please call the Redevelopment Agency at 831-636-4316.

**Redevelopment Agency
Façade Improvement Program Application**

Building Information

Date: _____

Address of Project: _____

Applicant Name: _____

Building Owner: _____ Business Owner: _____

Mailing Address: _____ Mailing Address: _____

Phone Number: _____ Phone Number: _____

Improvement Planned

Signage _____	Doors _____	Facelift/Soffit _____
Paint _____	Lighting _____	Cornice _____
Awnings _____	Transoms _____	Historical Rehab _____
Landscaping _____	Windows _____	Other _____

Colors Under Consideration

Project Cost

Please estimate as close as possible to final cost of your project: \$ _____

I have read and understand the Commercial Façade Improvement Program procedures and wish to apply.

Building Owner(s) _____ Date: _____
_____ Date: _____

Business Owner(s) _____ Date: _____
_____ Date: _____

FOR OFFICIAL USE ONLY

Received _____ RDA Approved _____ Planning Approved _____